

Attachment

North Potomac Yard Small Area Plan Advisory Group

Report to Parks and Recreation Commission

Michael R. Peter

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The advisory group reconvened on June 27 and primarily discussed options for where the north landing of the new metro station could be built. At this meeting, city staff and representatives of the developer made it clear that this and the next several meetings would each be devoted to specific topics. This meeting focused on the metro zone. Future meetings will focus on street layout and building heights.

After discussion of the original goals of the metro zone in the original 2010 plan, the group was asked to break up into smaller working tables to discuss three different options for the metro zones. Those options are detailed below with comments I shared and also illustrated in the attachments.

Option 1 – Metro Plaza Split Between East End of Development and a Portion of the Park at the East End

- This option created a space where Metro was divorced from the development and seemed to be just dropped in the park. There was no integration with real public space or the park.

Option 2/South – Metro Plaza Located at South End (Southeast Corner) of Phase I

- This option brought more of the development up into the park and created a closed-off area for the Metro. There did not seem to be much of a benefit for the development or for the park.

Option 2/North – Metro Plaza Located Slightly North of the South End, and Split Between Street Plaza and Possible Park Plaza

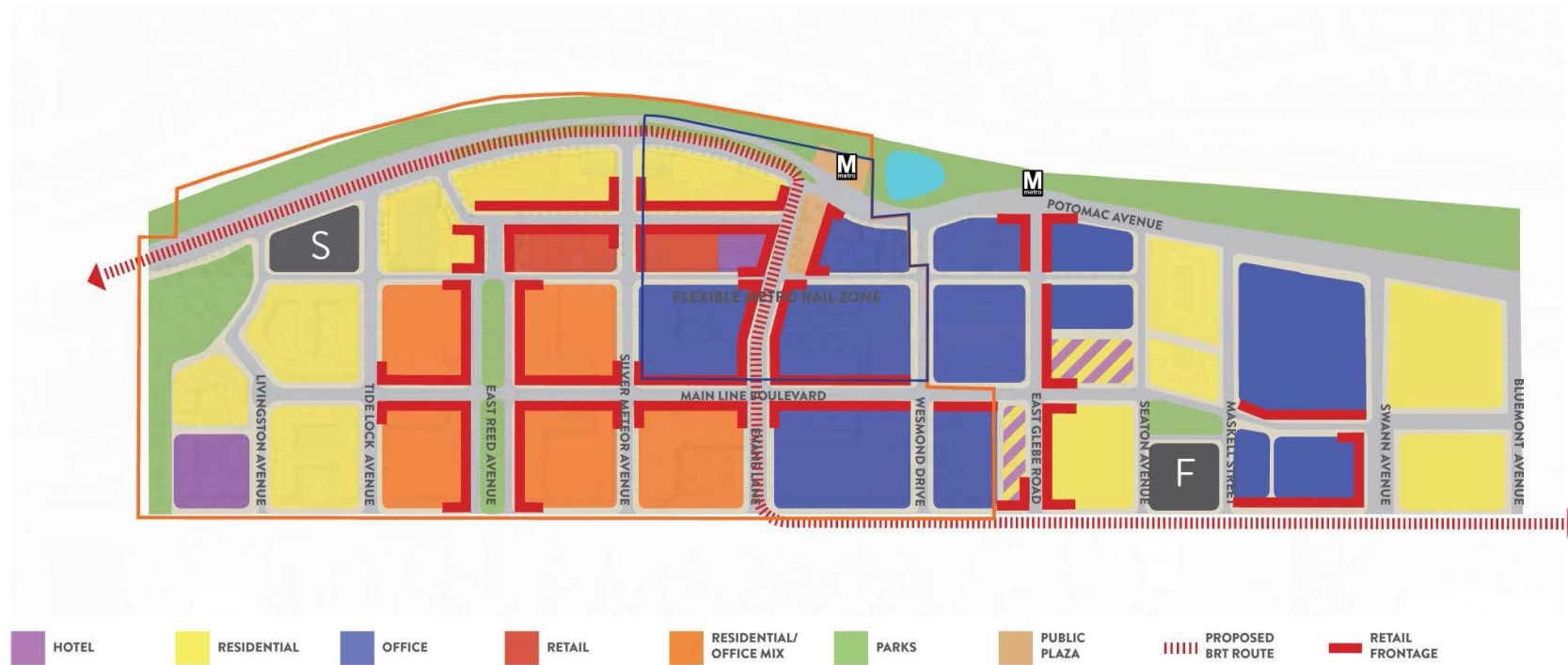
- This option brings Metro closer into the development and allows for some interesting integration with the park.
- This creates the best pedestrian experience and will also allow for some experimentation with the plaza on park land.

The group was asked to rate each of these options based on the following criteria: pedestrian environment/experience; connection between BRT, Metro, and destinations; and unique building forms, curvilinear form of Potomac Avenue, and central urban park.

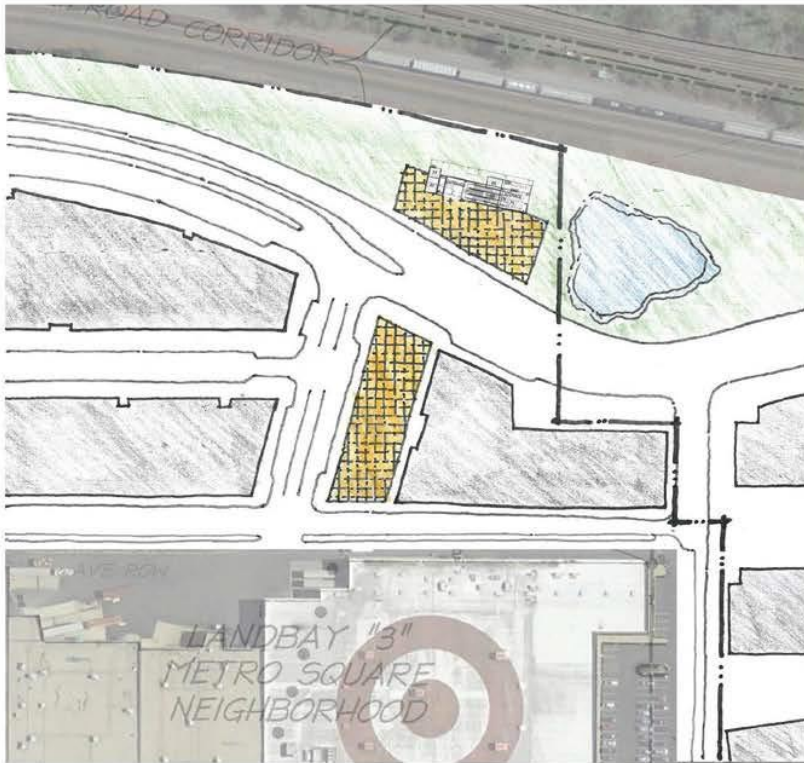
After much discussion, the general consensus of the group was to go with Option 2/North as the general concept. This provides a focal point for Metro, without making it in the only major attraction of the end of this retail street. It connects and integrates with the street and the park. By potentially locating the Metro landing in the park area, this could create some interesting options for integration with the surrounding passive and active space.

The attachments show the options as presented and also show the results of the group exercises, along with pertinent comments. A daytime workshop was held with staff, developer representatives, and members of the Advisory Group on June 30 to work on integrating the group consensus into the current version of plans.

OPTION 1 Framework Diagram



OPTION 1 Metro Plaza Concept



PHASE ONE



ILLUSTRATIVE AFTER FULL BUILDOUT

CHARRETTE OPTION ONE: METRO LANDING

Criteria	Group 1	Group 2	Group 3	Total
Provides the best pedestrian environment/experience	1	1	2	4
Connection between BRT, Metro, and destinations	Mixed	2	3	5+
Unique building forms, curvilinear form of Potomac Ave and central urban park	Mixed	1	3*	4+

* Group score was not taken. Individual preferences were tallied. Assumes each option has a high rating based on preference.

ILLUSTRATIVE AFTER FULL BUILDOUT



Group 1:

- Metro seems isolated across Potomac Ave (1)
- Potomac Ave is very wide (1)
- Difficult pedestrian experience getting across Potomac Ave (very wide, need to wait for light)
- Yes, closer to BRT, but concern would be with pedestrian crossing the right-of-way
- Like BRT dropping off more central to the development (Opt. 2)
- Like pond next to plaza (Opt. 2 South)
- Plaza could be done well in Option 1

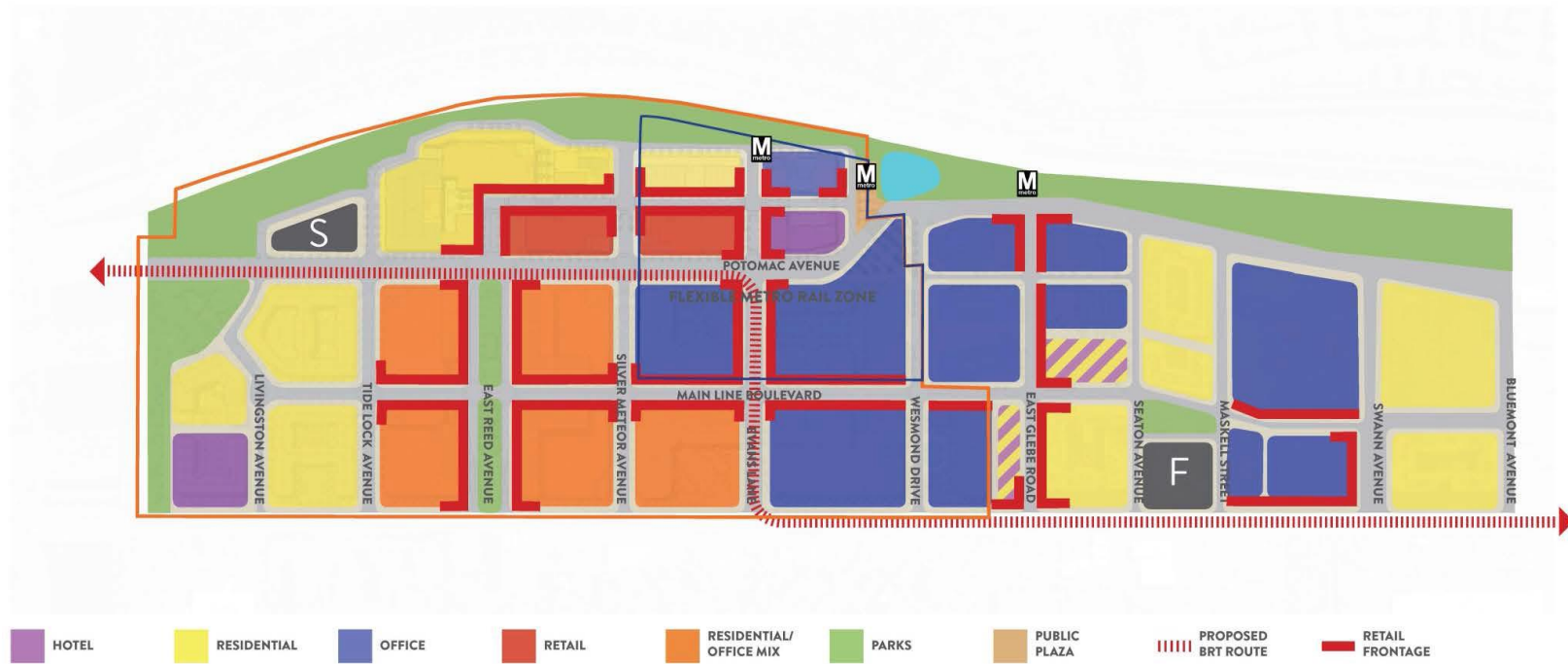
Group 2:

- Metro is divorced from development
- Least pedestrian experience
- Less cohesive plaza design
- Plaza feels broken up/integrating the two plazas a challenge
- BRT connection is strong
- Connectivity to Metro strong, weak for connectivity to neighborhood

Group 3:

- Pedestrian access from BRT/Metro is jumbled
- BRT arrives closest to Metro of 3 options
- Crossing Potomac Ave-pedestrian nightmare/difficult, speed of vehicles

OPTION 2 Framework Diagram



OPTION 2/SOUTH



PHASE ONE



ILLUSTRATIVE AFTER FULL BUILDOUT

CHARRETTE OPTION TWO: SOUTH METRO LANDING

ILLUSTRATIVE AFTER FULL BUILDOUT

Criteria	Group 1	Group 2	Group 3	Total
Provides the best pedestrian environment/experience	1/2	2	1	4/5
Connection between BRT, Metro, and destinations	1/2	1	1	3/4
Unique building forms, curvilinear form of Potomac Ave and central urban park	1/2	2	3*	6/7

* Group score was not taken. Individual preferences were tallied. Assumes each option has a high rating based on preference.



Group 1:

- South Entrance-Less distance on bridge
- Feels like a bottleneck coming off the metro
- Awkward relationship to everything else
- Like pond next to plaza
- Ability to circulate vehicles

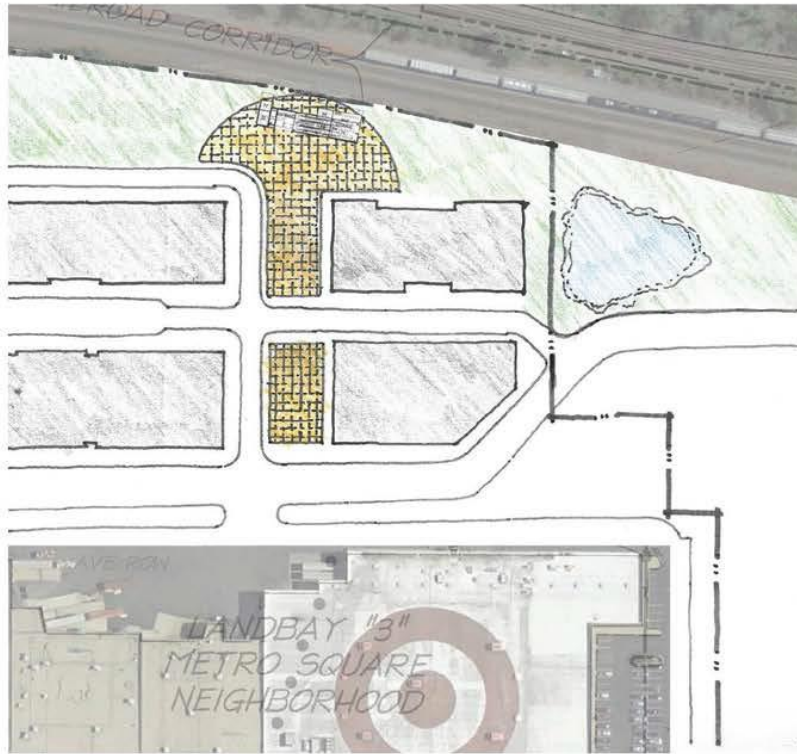
Group 2:

- Plaza all in one piece
- Activates the plaza
- Relationship to adjacent uses is strong
- Constraint - How attractive will the south pond be?
- Lower than 2N, 2N better connected

Group 3:

- No visual connection to Metro from BRT
- Very tightly constrained
- Seems urban/small-just a stop not necessarily a civic plaza

OPTION 2/NORTH



PHASE ONE



ILLUSTRATIVE AFTER FULL BUILDOUT

CHARRETTE OPTION TWO: NORTH METRO LANDING

Criteria	Group 1	Group 2	Group 3	Total
Provides the best pedestrian environment/experience	3	3	3	9
Connection between BRT, Metro, and destinations	3	3	2	8
Unique building forms, curvilinear form of Potomac Ave and central urban park	3	3	3*	9

* Group score was not taken. Individual preferences were tallied. Assumes each option has a high rating based on preference.

ILLUSTRATIVE AFTER FULL BUILDOUT



Group 1:

- Minimizes width of street crossings (frames pedestrian space)
- North Entrance-Least overlaps. Most office use
- Seems like a good pedestrian experience-terminates vista
- Sensory experience, like way buildings wrap
- Further North, more office workers
- Provides good access between Metro and BRT
- Option to connect to the park
- Nice urban room
- Good visibility coming in
- A little issue with whether there is something to see coming down the middle of the street.

Group 2:

- Buildings can great a canyon effect
- Kind of hidden
- Integrated into the park
- No road around office privatizes park, delineation of office building to park important
- Has strong connection between the plaza, not the road
- Activates and creates a memorable open space
- Potential challenge and opportunity to integrate Metro, park, and plaza
- More fun stuff immediately adjacent
- Breaks distance of two Metro stations

Group 3:

- Visual connection between BRT & Metro
- Comfortable crossing-plaza framed by buildings
- Best pedestrian experience, visual connection from blocks away, spills out into the park